

Goal: PUBLIC INFRASTRUCTURE

Desired Community Condition(s)

Residents have safe and affordable transportation options that meet the public's needs.

Program Strategy: TRANSIT SPECIAL EVENTS

57504

Provide convenient, effective, affordable transit services to special events that are conducted for the general public in the Albuquerque Metropolitan area.

Department: TRANSIT

Service Activities

Special Events

Strategy Purpose and Description

Park and ride locations and shuttle service are provided for special events to increase participation and limit number of vehicles traveling to these events.

Changes and Key Initiatives

Partial privatization for transit services to the Balloon fiesta has become a key initiative because transit does not have enough vehicles to provide adequate service.

Priority Objectives

Input Measure (\$000's)

2002	110	110 GENERAL FUND	19
2002	661	661 TRANSIT OPERATING FUND	154
2003	110	110 GENERAL FUND	19
2003	661	661 TRANSIT OPERATING FUND	105
2004	110	110 GENERAL FUND	19
2004	661	661 TRANSIT OPERATING FUND	213
2005	661	661 TRANSIT OPERATING FUND	293

Strategy Outcome	Measure	Year	Project	Mid Year	Actual	Notes
Increased Ridership	Ridership: <input type="checkbox"/> <input type="checkbox"/>	2001			72,257	
	Balloon Fiesta Ridership: <input type="checkbox"/> <input type="checkbox"/>	2002	83,500			Program eliminated due to budget constraints
	Ridership: State Fair	2005	125,000			

<i>Strategy Outcome</i>	<i>Measure</i>	<i>Year</i>	<i>Project</i>	<i>Mid Year</i>	<i>Actual</i>	<i>Notes</i>
Increased Ridership	<i>Ridership:</i> <input type="checkbox"/> <i>State fair</i>	2001			65,197	
		2002	75,000		58,560	
	<i>Ridership: State Fair</i>	2003	75,000		65,073	
		2004	75,000		124,578	
	<i>Luminaria</i>	2005	4,000			

<i>Strategy Outcome</i>	<i>Measure</i>	<i>Year</i>	<i>Project</i>	<i>Mid Year</i>	<i>Actual</i>	<i>Notes</i>
Increased Ridership	<i>Luminaria</i>	2001			3,346	
		2002	4,500		2,715	
		2003	4,500		3,100	
		2004	4,500		2,880	
	<i>Summerfest</i>	2005	4,000			

<i>Strategy Outcome</i>	<i>Measure</i>	<i>Year</i>	<i>Project</i>	<i>Mid Year</i>	<i>Actual</i>	<i>Notes</i>
Increased Ridership	<i>Summerfest</i>	2001			3,714	
		2002	4,000		3,000	
		2003	4,000		3,280	

2004	4,000	2654
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Goal: PUBLIC INFRASTRUCTURE

Parent Program Strategy: TRANSIT SPECIAL EVENTS

Department: TRANSIT

Service Activity: Special Events

5786000

Service Activity Purpose and Description

Park and ride locations and shuttle services are provided for special events to increase participation and limit number of vehicles travelling to these events.

Changes and Key Initiatives

Input Measure (\$000's)

2002	110	110 GENERAL FUND	19
2002	661	661 TRANSIT OPERATING FUND	154
2003	110	110 GENERAL FUND	19
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Strategic Accomplishments

<i>Output Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
Ridership	2002	83,500			2001 actual 72,257
	2003	83,000			
	2004	83,000			
	2005	83,000			

<i>Quality Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
Customer complaints	2002	2			2001 actual 2
	2003	2			
	2004	2			
	2005	2			